**National race tight for 16th day, high volatility between Liberal and NDP support exists**

*Nanos National Nightly Tracking, Three day rolling average of 1,200 voters (September 23rd, 24th, and 25th, 2015) released September 26th, 2015 (6am Eastern)*

# At a glance

- **National Ballot** – If an election were held now, according to the nightly tracking the Liberals would receive 31.8% support followed by the NDP who would receive 30.3%, the Conservatives 29.6%, and the Greens 4.5% nationally.

- **Potential Volatility** – Even though the race has remained close for 16 days in succession, there is significant potential for volatility of cross-over support between the Liberals and NDP.  One half of committed Liberals have the NDP as their second choice (49%) and one half of committed NDP supporters have the Liberals as their second choice (48%).  In contrast 46% of committed Conservatives have no second choice.

# Nanos Ballot Data Summary: Sept 23 - 25

## Ballot

A national dual-frame (land+cell) random telephone survey is conducted nightly by Nanos Research throughout the campaign using live agents. Each evening a new group of 400 eligible voters are interviewed. The daily tracking figures are based on a three-day rolling sample comprised of 1,200 interviews. To update the tracking a new day of interviewing is added and the oldest day dropped. The margin of error for a survey of 1,200 respondents is ±2.8 percentage points, 19 times out of 20.

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Category order based on number of seats in the House of Commons

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| | Sept 25 | Sept 24 | 1 Week Ago | 1 Month Ago (Aug 21) | 3 Months Ago (June 20) | 1 Year Ago | 12 Month High | 12 Month Low |
|---|---|---|---|---|---|---|---|---|
| **Ballot** | | | | | | | | |
| Conservative | 29.6% | 28.9% | 30.4% | 30.1% | 27.6% | 25.9% | 33.0% | 25.4% |
| NDP | 30.3% | 31.1% | 28.9% | 29.1% | 31.1% | 19.5% | 32.9% | 19.1% |
| Liberal | 31.8% | 32.3% | 30.8% | 29.9% | 30.8% | 43.0% | 43.0% | 26.8% |
| Green | 4.5% | 4.2% | 6.0% | 5.2% | 4.5% | 6.4% | 7.7% | 3.4% |
| Bloc | 3.1% | 2.5% | 3.0% | 4.7% | 5.2% | 4.2% | 6.7% | 2.3% |
| *Undecided* | *10.8%* | *10.4%* | *10.4%* | *15.6%* | *15.5%* | *14.8%* | *21.5%* | *8.4%* |
| **Party Consider** | | | | | | | | |
| Conservative | 38.9% | 38.6% | 39.6% | 38.8% | 38.1% | 40.2% | 44.7% | 35.1% |
| NDP | 49.4% | 49.5% | 46.4% | 49.2% | 51.4% | 45.1% | 53.3% | 41.4% |
| Liberal | 50.1% | 50.9% | 48.1% | 47.2% | 46.3% | 58.5% | 59.7% | 42.9% |
| Green | 25.6% | 24.7% | 25.6% | 27.7% | 28.4% | 27.8% | 30.5% | 21.6% |
| Bloc | 26.1% | 24.6% | 26.2% | 29.1% | 35.2% | 33.4% | 39.6% | 21.7% |

**THE GLOBE AND MAIL** | **NANOS SURVEY**

# National Ballot Sept 23 - 25

**Question:** If a FEDERAL election were held today, could you please rank your top two current local voting preferences? [First ranked response]
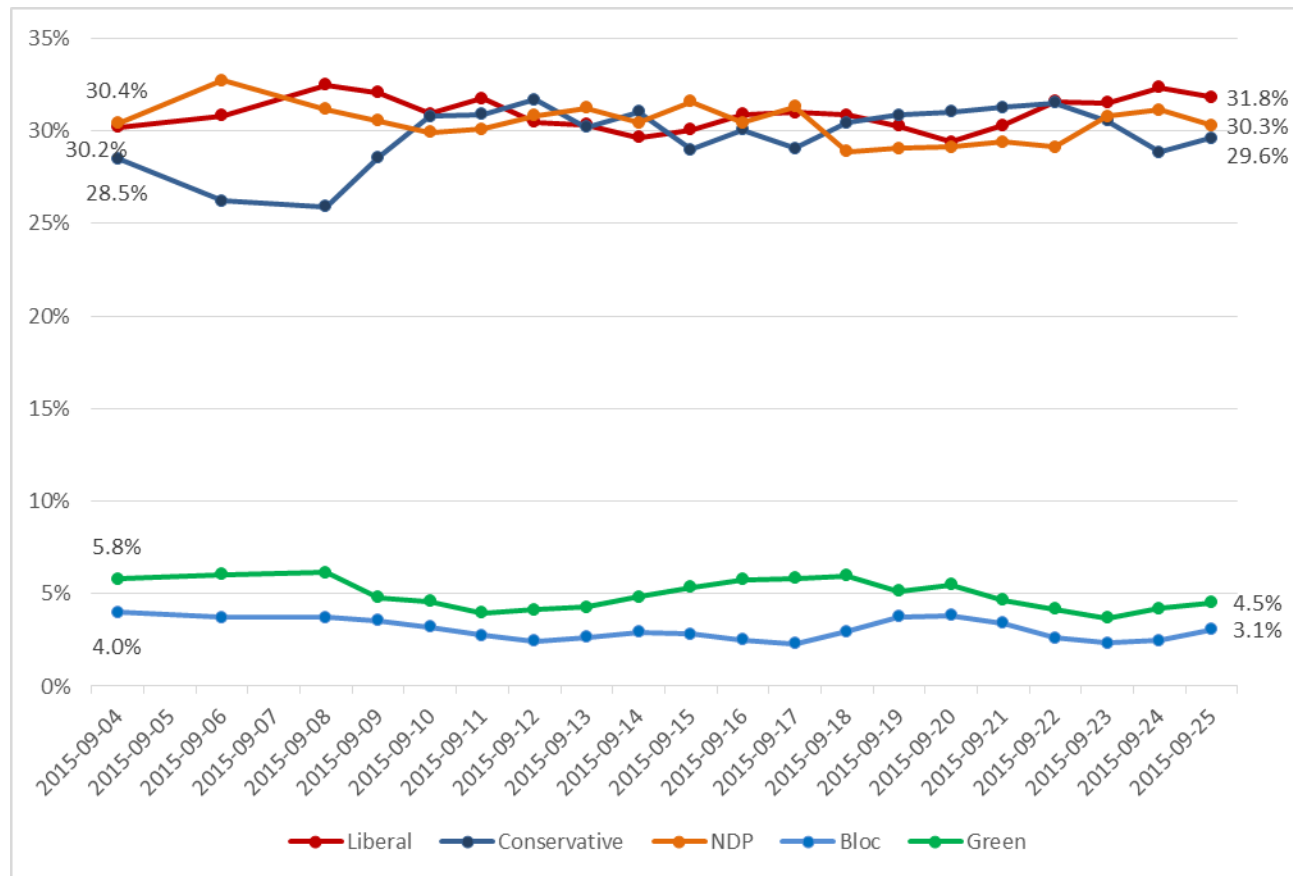
A national dual-frame (land+cell) random telephone survey is conducted nightly by Nanos Research throughout the campaign using live agents. Each evening a new group of 400 eligible voters are interviewed. The daily tracking figures are based on a three-day rolling sample comprised of 1,200 interviews. To update the tracking a new day of interviewing is added and the oldest day dropped. The margin of error 1,067 decided voters is ±3.0 percentage points, 19 times out of 20.

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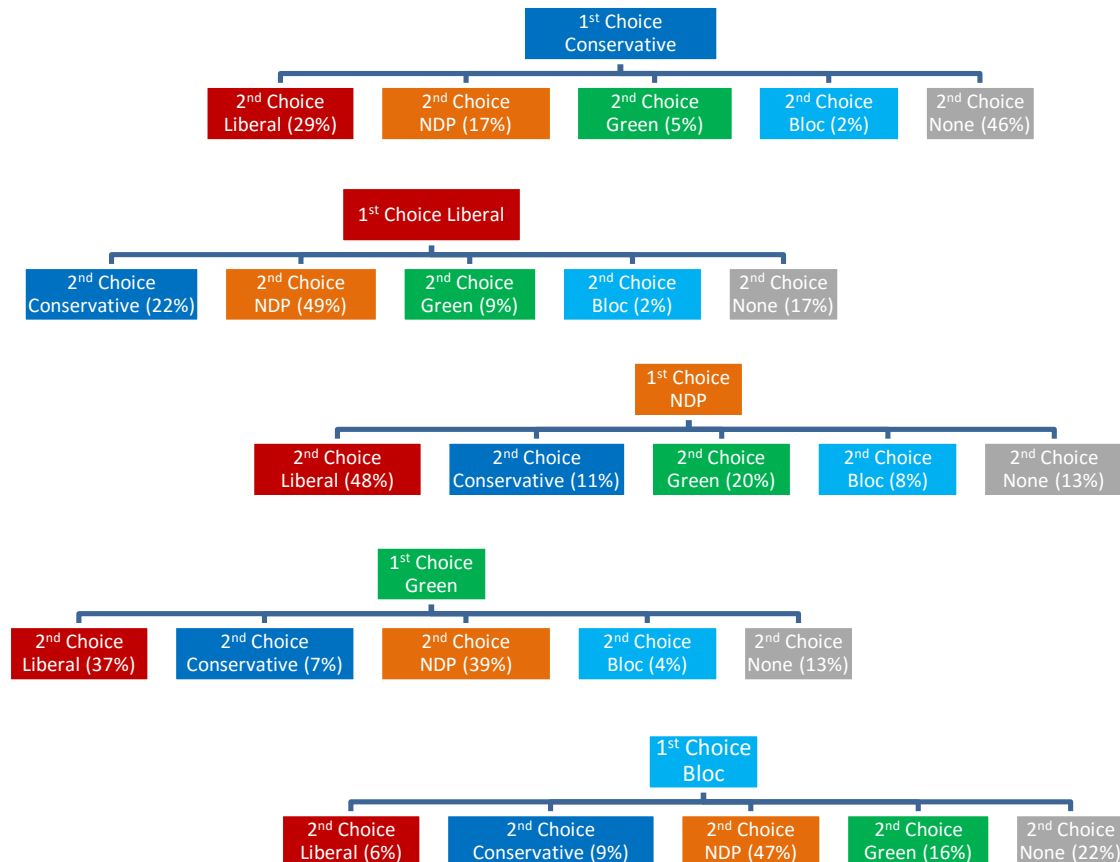
# Anatomy of 2$^{nd}$ Choice Sept 23 - 25

**Question:** If a FEDERAL election were held today, could you please rank your top two current local voting preferences? [First and second ranked response]

A national dual-frame (land+cell) random telephone survey is conducted nightly by Nanos Research throughout the campaign using live agents. Each evening a new group of 400 eligible voters are interviewed. The daily tracking figures are based on a three-day rolling sample comprised of 1,200 interviews. To update the tracking a new day of interviewing is added and the oldest day dropped. The margin of error for a survey of 1,200 respondents is ±2.8 percentage points, 19 times out of 20. The margin of error will vary for subpopulations such as supporters for the respective parties. Note Bloc and Green second choice based on small sample sizes.

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### 1st Choice Conservative

| 2nd Choice Liberal (29%) | 2nd Choice NDP (17%) | 2nd Choice Green (5%) | 2nd Choice Bloc (2%) | 2nd Choice None (46%) |

### 1st Choice Liberal

| 2nd Choice Conservative (22%) | 2nd Choice NDP (49%) | 2nd Choice Green (9%) | 2nd Choice Bloc (2%) | 2nd Choice None (17%) |

### 1st Choice NDP

| 2nd Choice Liberal (48%) | 2nd Choice Conservative (11%) | 2nd Choice Green (20%) | 2nd Choice Bloc (8%) | 2nd Choice None (13%) |

### 1st Choice Green

| 2nd Choice Liberal (37%) | 2nd Choice Conservative (7%) | 2nd Choice NDP (39%) | 2nd Choice Bloc (4%) | 2nd Choice None (13%) |

### 1st Choice Bloc

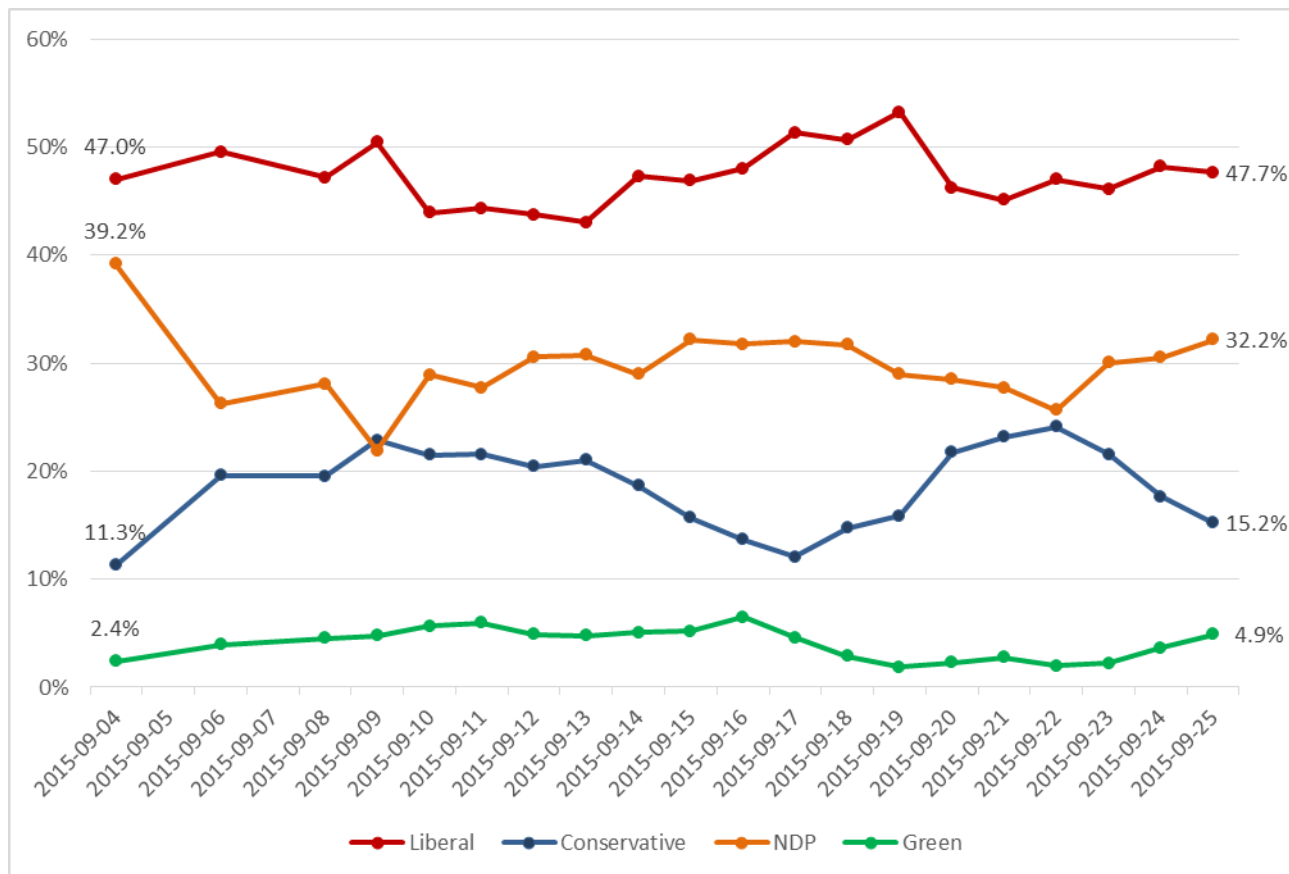| 2nd Choice Liberal (6%) | 2nd Choice Conservative (9%) | 2nd Choice NDP (47%) | 2nd Choice Green (16%) | 2nd Choice None (22%) |

# Ballot Tracking – Atlantic Sept 23 - 25

**Question:** If a FEDERAL election were held today, could you please rank your top two current local voting preferences? [First ranked response] – Atlantic Only.

A national dual-frame (land+cell) random telephone survey is conducted nightly by Nanos Research throughout the campaign using live agents. Each evening a new group of 400 eligible voters are interviewed. The daily tracking figures are based on a three-day rolling sample comprised of 1,200 interviews.

To update the tracking a new day of interviewing is added and the oldest day dropped. The subsample for Atlantic Canada is based on 101 decided individuals. A sample of 101 respondents is accurate ± 9.9 percentage points, 19 times out of 20.

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# Ballot Tracking – Quebec Sept 23 - 25

**Question:** If a FEDERAL election were held today, could you please rank your top two current local voting preferences? [First ranked response] – Quebec Only.
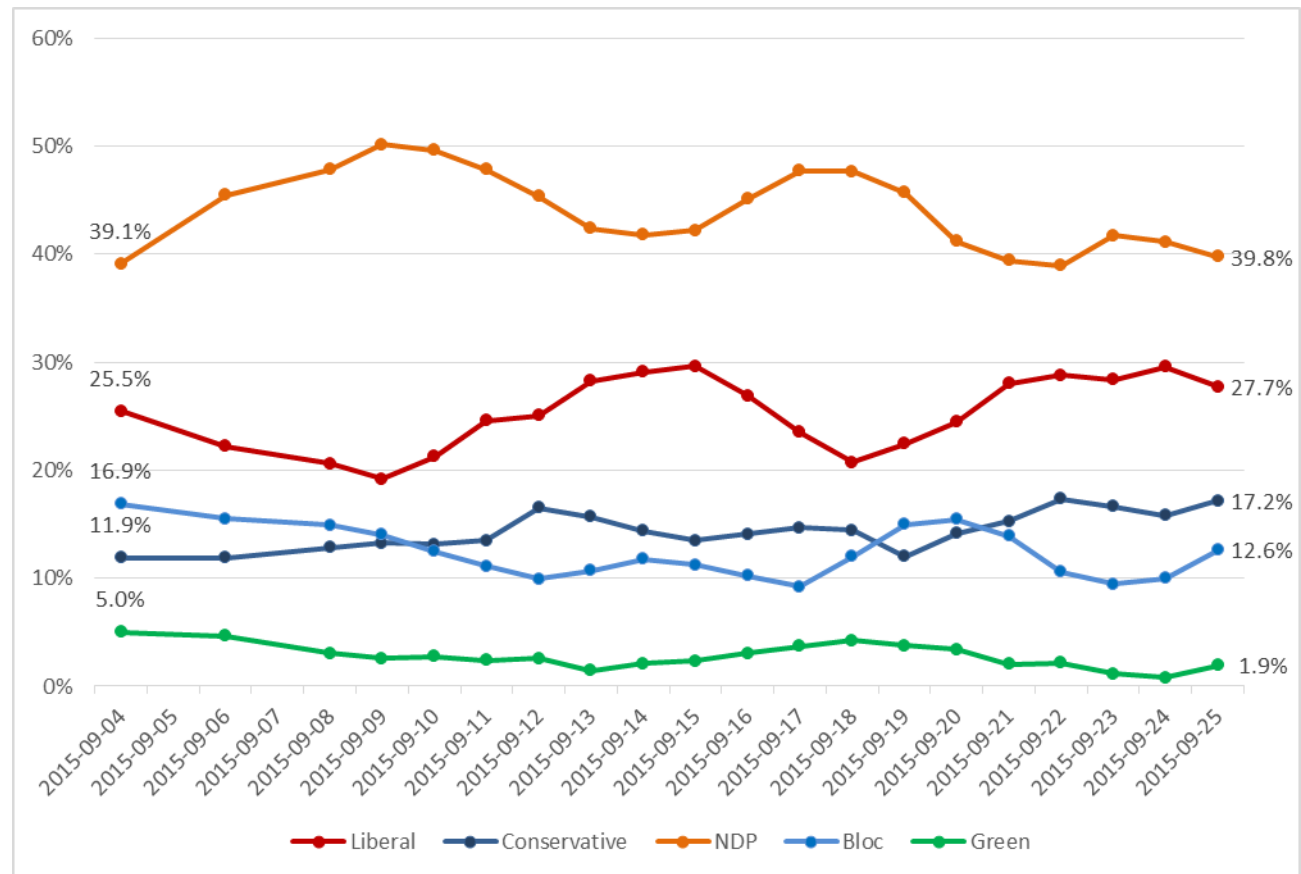
A national dual-frame (land+cell) random telephone survey is conducted nightly by Nanos Research throughout the campaign using live agents. Each evening a new group of 400 eligible voters are interviewed. The daily tracking figures are based on a three-day rolling sample comprised of 1,200 interviews.

To update the tracking a new day of interviewing is added and the oldest day dropped. The subsample for Quebec is based on 263 decided individuals. A sample of 263 respondents is accurate ±6.1 percentage points, 19 times out of 20.

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# Ballot Tracking – Ontario Sept 23 - 25

**Question:** If a FEDERAL election were held today, could you please rank your top two current local voting preferences? [First ranked response] – Ontario Only.
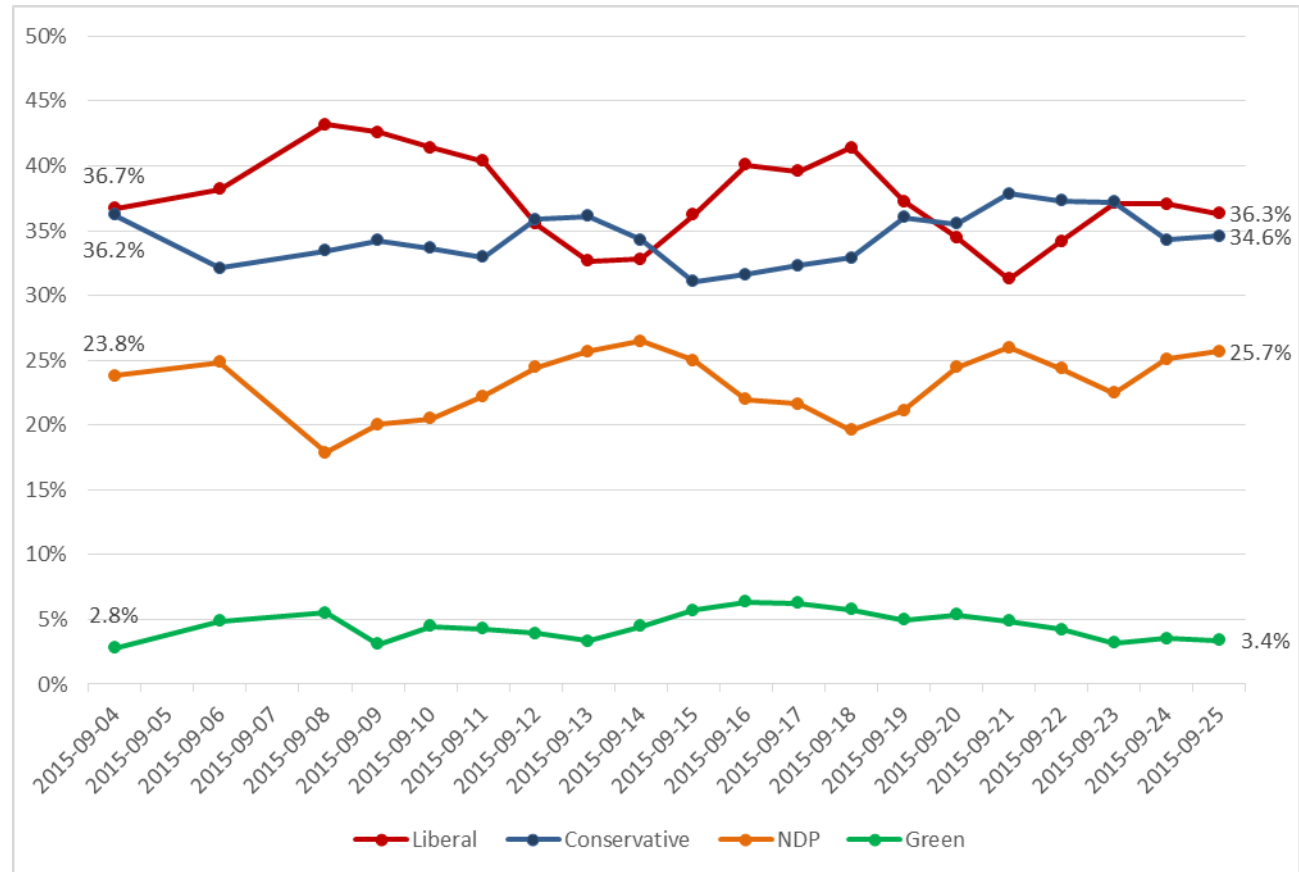
A national dual-frame (land+cell) random telephone survey is conducted nightly by Nanos Research throughout the campaign using live agents. Each evening a new group of 400 eligible voters are interviewed. The daily tracking figures are based on a three-day rolling sample comprised of 1,200 interviews.

To update the tracking a new day of interviewing is added and the oldest day dropped The subsample for Ontario is based on 324 decided individuals. A sample of 324 respondents is accurate ±5.5 percentage points, 19 times out of 20.

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# Ballot Tracking – Prairies Sept 23 - 25

**Question:** If a FEDERAL election were held today, could you please rank your top two current local voting preferences? [First ranked response] – Prairies (MB, SK, AB) Only.
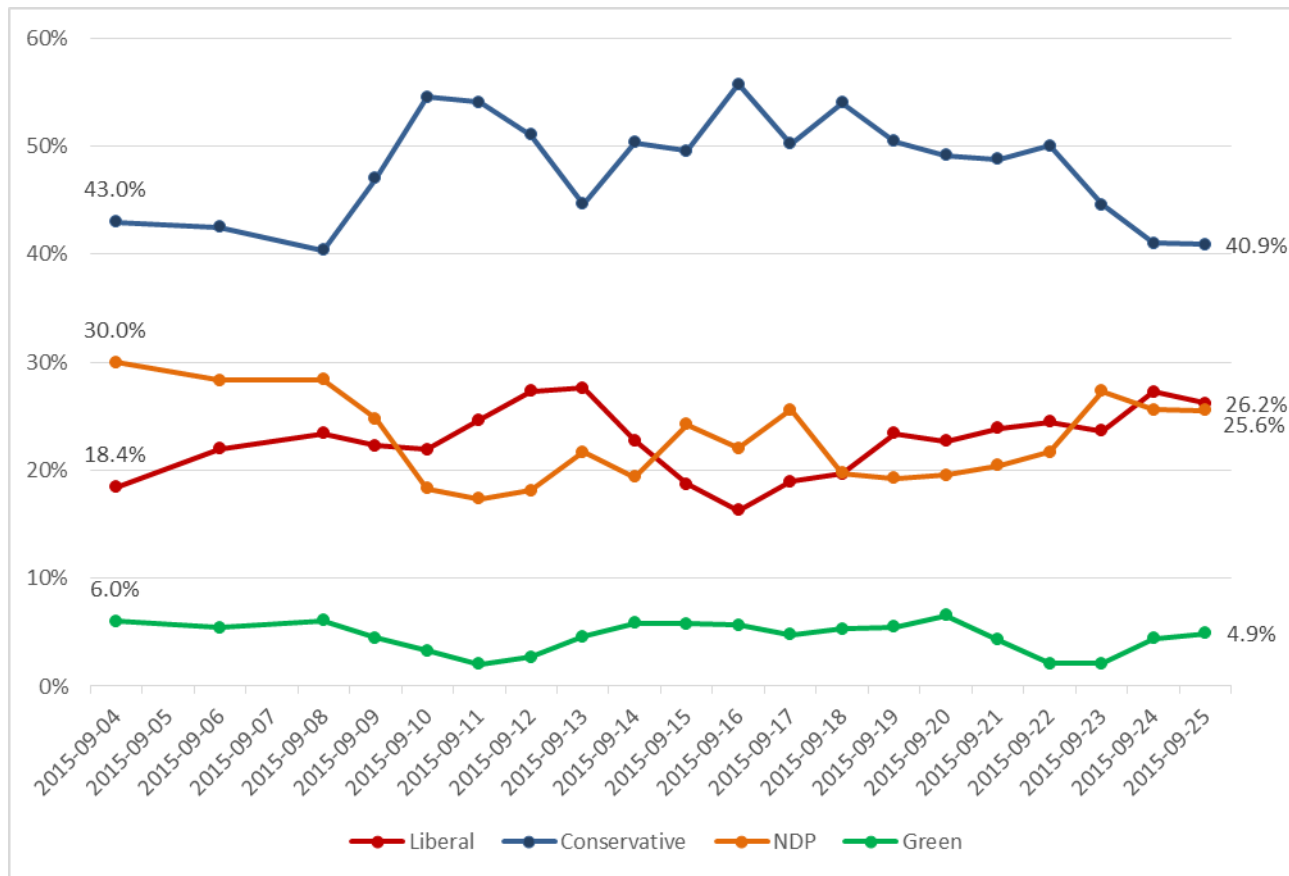
A national dual-frame (land+cell) random telephone survey is conducted nightly by Nanos Research throughout the campaign using live agents. Each evening a new group of 400 eligible voters are interviewed. The daily tracking figures are based on a three-day rolling sample comprised of 1,200 interviews.

To update the tracking a new day of interviewing is added and the oldest day dropped. The subsample for the Prairie is based on 214 decided individuals. A sample of 214 respondents is accurate ±6.8 percentage points, 19 times out of 20.

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# Ballot Tracking – British Columbia Sept 23 - 25

**Question:** If a FEDERAL election were held today, could you please rank your top two current local voting preferences? [First ranked response] – British Columbia Only.
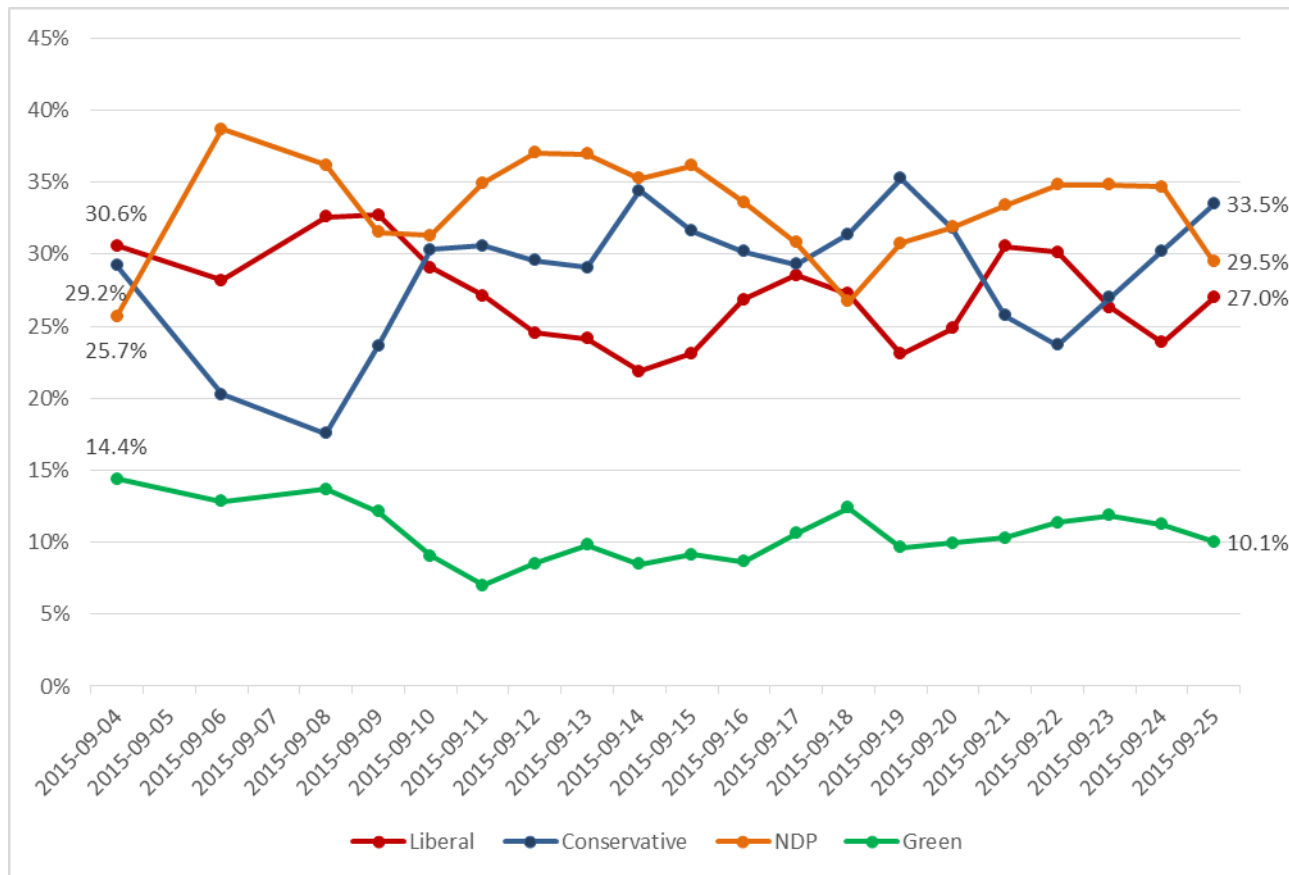
A national dual-frame (land+cell) random telephone survey is conducted nightly by Nanos Research throughout the campaign using live agents. Each evening a new group of 400 eligible voters are interviewed. The daily tracking figures are based on a three-day rolling sample comprised of 1,200 interviews.

To update the tracking a new day of interviewing is added and the oldest day dropped. The subsample for British Columbia is based on 165 decided individuals. A sample of 165 respondents is accurate ±7.7 percentage points, 19 times out of 20.

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# Survey Methodology

A national random telephone (land + cell) survey using live agents of 1,200 Canadians is conducted by Nanos Research throughout the campaign over a three day period.  Each evening a new group of 400 eligible voters are interviewed.  The daily tracking figures are based on a three-day rolling sample comprised of 1,200 interviews.  To update the tracking a new day of interviewing is added and the oldest day dropped. The margin of error for a survey of 1,200 respondents is ±2.8%, 19 times out of 20.

The respondent sample is stratified geographically and by gender.  The data may be weighted by age according to data from the 2011 Canadian Census administered by Statistics Canada.  Percentages reported may not add up to 100 due to rounding.  The research has been registered with the Marketing Research and Intelligence Association of which Nanos is a member.

# Technical Notes

| Element | Description |
|---|---|
| Organization who commissioned the research | CTV; Globe and Mail; Nanos Research |
| Final Sample Size | 1,200 Randomly selected individuals; three night rolling average of 400 voters a night; closing weekend oversample. The interviews are compiled into a three day rolling average of 1,200 interviews, where each week the oldest group of 400 interviews is dropped and a new group of 400 interviews is added. |
| Margin of Error | ±2.8 percentage points, 19 times out of 20. |
| Mode of Survey | Tracking; RDD dual frame (land- and cell-lines) random telephone survey. |
| Sampling Method Base | The sample included both land- and cell-lines RDD (Random Digit Dialed) across Canada. |
| Demographics (Captured) | Atlantic Canada, Quebec, Ontario, Prairies, British Columbia; Men and Women; 18 years and older. Six digit postal code was used to validate geography. |
| Demographics (Other) | Age, gender, education, income |
| Fieldwork/Validation | Live interviews with live supervision to validate work as per the MRIA Code of Conduct |
| Number of Calls | Maximum of five call backs. |
| Time of Calls | Individuals were called between 5:00-9:00pm local time for the respondent. |
| Field Dates | September 23rd, 24th, and 25th, 2015. |
| Language of Survey | The survey was conducted in both English and French. |

| Element | Description |
|---|---|
| Weighting of Data | The results were weighted by age and gender using the latest Census information (2011) and the sample is geographically stratified to ensure a distribution across all regions of Canada. See tables for full weighting disclosure |
| Screening | Screening ensured potential respondents did not work in the market research industry, in the advertising industry, in the media or a political party prior to administering the survey to ensure the integrity of the data. |
| Excluded Demographics | Individuals younger than 18 years old; individuals without land or cell lines could not participate. |
| Stratification | By age and gender using the latest Census information (2011) and the sample is geographically stratified to be representative of Canada. Smaller areas such as Atlantic Canada were marginally oversampled to allow for a minimum regional sample. |
| Estimated Response Rate | Nine percent, consistent with industry norms. |
| Question Order | Question order in the preceding report reflects the order in which they appeared in the original questionnaire. |
| Question Content | This was part of a nightly omnibus survey. The preceding module included questions about national issues of concern and ballot preferences. |
| Question Wording | The order of questions is as presented in the report with a randomization of the political leaders for the question involving leader qualities. |
| Survey Company | Nanos Research |
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